GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3822
ANSWERED ON:21.08.2003
ADVRTISEMENT RVENUE RULES FOR PAY CHANNELS
CHARAN DAS MAHANT;SHYAMA SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government propose to redefine advertisements revenue rules for pay channels;

(b) if so, the details thereof;

(c) whether most of the channels are earning more from advertisements and deliberate attempts are being made on consumers and cable operators to pay in huge amount for their channels; and

(d) if so, other steps Government propose to take to pull those channels who are deliberately harassing consumers and cable operators?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) and (b): The matter of regulation of advertisement of pay channel raised by various quarters is being examined.

(c) & (d): Government is not maintaining any record of the earnings of T.V. channels from advertisements. All programmes transmitted/retransmitted through the cable TV networks are to adhere to the Advertisement Codeprescribed under the Cable Act. However, with the introduction of CAS,consumer will pay only for those pay channels which they watch and will thus have control over content they wish to view and the money they wish to spend.